

REQUEST FOR PROPOSAL

ROCKBRIDGE AREA WAYFINDING SIGNAGE PROGRAM

I. INTRODUCTION

The County of Rockbridge, Virginia, is seeking proposals from planning and engineering firms to plan a community wayfinding system of directional signs for Rockbridge County and the Cities of Buena Vista and Lexington to guide residents and visitors to primary and secondary attractions and destinations throughout the Rockbridge area. This project is a phased effort in two stages. Phase one plans the wayfinding system with phase two developing the wayfinding system design and installation specifications. Work is only being requested for phase one of the project.

This project will be developed utilizing VDOT's policies and procedures and FHWA's guidelines. VDOT believes that these services support 10% DBE participation. This Request for Proposal does not commit Rockbridge County to award a contract, to pay any costs incurred in the preparation of a proposal for this request, or to procure or contract for services

II. SCOPE OF WORK

A. Overview

The purpose of this project is to design a coordinated system of directional signage to guide residents and visitors to primary and secondary destinations and attractions located in Rockbridge County including the Cities of Lexington and Buena Vista. This signage system should provide directed signage from the two interstates (I-81 and I-64) which pass through the County into the downtowns of the two cities as well as to selected rural designations.

This project will be conducted in two stages. Phase One, addressed by this request for proposals, will plan the wayfinding system. Phase Two will develop the selected system design, prepare design and installation specifications, and identify specific designs and locations for specific signs to be included in this signage program. This request for proposals addresses only phase I; however, the selected firm may also be engaged to accomplish phase II as funding allows.

B. Wayfinding System Elements

The wayfinding system may consist of any or all of the following elements:

1. Interstate highway signs
2. Highway signs
3. Gateway signs
4. Trailblazer signs - signs that lead travelers from the gateways to primary destinations
5. Proximity signs - signs for secondary destinations which are located close

- to the destination and are community-wide
- 6. Location signs for visitor's centers
- 7. Parking directional/identification signs
- 8. Pedestrian level signs
- 9. Street signs
- 10. Site/location signs

C. Project steering committee

The local project sponsors will organize a steering committee composed of representatives of government, nonprofit, and business groups who will benefit from this program to guide the planning process and assist the selected consultant with decision making.

D. Project Tasks

- 1. Information gathering and assessment
 - a. Meet with the project steering committee to review the scope and time frame for the project
 - b. Identify, collect, and review information, documents and data relevant to the task
 - c. Develop necessary base mapping
 - d. Conduct necessary field reconnaissance of the project area
 - e. Identify destination points by:
 - f. Developing selection criteria for destinations to be included in the system,
 - g. Developing a list of possible primary and secondary destination points
 - h. Evaluating these points with the steering committee utilizing these criteria
- 5. Prepare a list of the primary and secondary destination points selected
- 6. Identify locations along major roadways and at intersections where wayfinding signs are needed to direct travelers to these destinations.
- 7. Create a base map locating gateways, primary travel routes and prospective primary and secondary destination and the message or messages required at each location or decision node.
- 8. Prepare three alternative schematic signage system concepts to include materials, dimensions and shapes, graphics, typeface, colors, and logos
- 9. In conjunction with the steering committee select a preferred concept for further development in Phase II
- 10. Prepare a preliminary cost estimate for implementation of the recommended signage system
- 11. Prepare a Phase I report presenting the findings of this study effort

III. **PROPOSAL FORMAT**

Each proposal should include the following information and be organized in a format similar to the outline presented below.

- A. Description of firm(s) to be involved in the project
- B. Discussion of the firm(s)' concept of the project, methodology and time frame for accomplishing the scope of work.
- C. Description of the firm(s) experience in performing similar types of work.
- D. List and provide a brief resume of the persons to be assigned to the project along with their responsibilities.
- E. List at least three other organizations for which you have performed similar work, along with the names and phone numbers of the primary contacts.

IV. SELECTION PROCESS

- A. Preliminary Review - County staff will review all proposals and select three for interviews.
- B. Interviews - County staff will interview the three selected firms and rank them according to the selection criteria. At this time, firms will be asked to provide non-binding estimates of cost for the project and man-hours to perform the work tasks.
- C. Final Selection - County staff will rank the three most qualified firms and will negotiate a contract pursuant to the procedures set forth in the Virginia Public Procurement Act.
- D. Selection Criteria - the criteria to be used in making the selection includes:
 - 1. the firm(s) overall experience in performing this type of work;
 - 2. the firm(s) understanding of the work to be performed;
 - 3. the proposed methodology for performing the work;
 - 4. the results of reference checks on past work.

V. TIME-FRAME

- a. Interested firms must submit five (5) copies of the proposal no later than 5:00 p.m., July 2, 2010, to:

Sam Crickenberger
Director of Community Development
150 South Main Street
Lexington, VA 24450

- b. It is the intent to complete the selection procedure and enter into a contract no later than July, 30, 2010. Any request for clarification of any of the information contained in this RFP must be made to Sam Crickenberger (540/464-9662). Any substantive clarifications will be mailed to all firms requesting the RFP.